

EDITORIAL TREATMENT OF NATIONAL AND INTERNATIONAL POLITICAL ISSUES BY PAKISTANI NATIONAL DAILIES FOR THE PERIOD OF THREE MONTHS (JANUARY 2014 TO MARCH 2014)

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ABSTRACT. *Mass media can be defined as venues for messages that are created for consumption by large numbers of people. The media have remarkable impact on politics. This research study is intended to find out and analyze editorial treatment of national and international political issues by National English Dailies (Daily Dawn, Daily News & Daily Nation) from January 1, 2014 to March 31, 2014. Content analysis was used to explore editorial treatment. Editorials of the selected papers were taken as the Unit of Analysis. The Researchers selected all the papers published during the study's stipulated period for analysis. The reason behind the selection of all the newspapers is that during the selected period so many important incidents occurred. Overall, 90 newspapers were analyzed. Coding sheet was used to gather data. Findings show that daily "The Nation" published more National political issues than others in select time period. It is also observed that daily "DAWN" published more international political issues than national. It is further observed that English dailies gave less space in favor of internal political issues. Results also show that the English dailies "DAWN", "The New" and "The Nation" in term of treatment of national /international politics in the editorial gave more space to the Neutral sentences than favorable and unfavorable sentences.*

Keywords: English Newspapers, Editorial Treatment and National & International Politics.

1. Introduction. One of the unfortunate features of our time is that too many people shy away from even attempting to understand politics, much less participating in the political process. Some political scientists define power in terms of participating in decision-making. But participation can be both direct and indirect (Easton, 2006). Mass media can be defined as venues for messages that are created for consumption by large numbers of people. The media have remarkable impact on politics. However the impact may not always be good. If used against politicians it can easily, but not always, destroy his or her career, but if the media likes that one politician it can take his or her career to new heights. An example of how the media are bad for

politics is the recent Dan Rather “report” on George Bush. His report stated the Bush did not serve in the National Guard; however, he retracted that statement because of false information. The media have found its niche in today's politics. Rather, its talk shows, television or the internet, they have laid a foundation, built a platform from which to voice their social agenda and flex their political muscle. How much of that voice is quality content is still up for debate. One thing is for sure, if you want to succeed in politics, it will not hurt to have the media in your corner. Every so often, the mass media system in the United States experiments significant transformations that signal a new plateau in its evolution. Widespread recognition of the new media's role on the political scene occurred during the 1992 Presidential campaign. The candidates flocked to talk radio, television talk shows, news magazine programs and the Internet. Although the media offered many options to deliver their views, the debate as to whether or not the content was informative or entertainment had begun, own selfish ends, the role of the media is very much narrowed. During elections, in a democracy the media is an effective tool for getting the public opinion in its favor. Mass media can be defined as venues for messages that are created for consumption by large numbers of people (Folkerts and Lacy, 2004).

Politics is the process by which groups of people make decisions. The term is generally applied to behavior within civil governments, but politics has been observed in all human group interactions, including corporate, academic, and religious institutions. Politics consists of "social relations involving authority or power and refers to the regulation of a political unit, and to the methods and tactics used to formulate and apply policy. Political science (also political studies) is the study of political behavior and examines the acquisition and application of power. Related areas of study include political philosophy, which seeks a rationale for politics and an ethic of public behavior, and public administration, which examines the practices of governance (Davis, 1992). State and local government affect our lives much more directly than does the national government in Washington. Most of the government services we receive are delivered by state or local units, not by Washington. The clash between various interests about the purpose of government is at the heart of what state and community politics is about (Harrigan, 1998). Study of the relations of states with each other and with international organizations and certain sub national entities (e.g., bureaucracies and political parties). It is related to a number of other academic disciplines, including political science, geography, history, economics, law, sociology, psychology, and philosophy. The field emerged at the beginning of the 20th century, largely in the West and particularly in the U.S. as that country grew in power and influence. The study of international relations has always been heavily influenced by normative considerations, such as the goal of reducing armed conflict and increasing international cooperation. At the beginning of the 21st century, research focused on issues such as terrorism, religious and ethnic conflict, the emergence of sub-state and nonstate entities, the spread of weapons of mass destruction and efforts to counter nuclear proliferation, and the development of international institutions (Thakur, 2008). 1 January 2014 to 31 March 2014 is the time period in which so many events took place in term of national and international politics. Terrorism is the major political issue of international politics and Pakistan is a front line state in War Against Terrorism. People are being killed on a daily basis. During selected time period the activities of terrorism and dialogue with the Taliban was key issues in Pakistan. The war in Iraq and Afghanistan are already a major international political issue. Situation of different other countries like Syria, Egypt also got fame at international level and intervention of international communities in different countries also make the situation worst. In view of the above it will be a matter of great interest to explore Pakistani leading English newspapers to check editorial treatment of international and national political issues to determine their role in term of favorable, unfavorable and neutral on politics.

HYPOTHESES

- It is more likely that English press gives more space to unfavorable sentences than neutral and favorable sentences in the editorials of national politics.
- It is more likely that English press gives more space to the neutral sentences than favorable and unfavorable sentences in the editorials of international politics.
- It is more likely that English press gives very less space to the favorable sentences in the editorials of national / international politics.

2. Literature Review. What does this dramatic increase in the size and visibility of the political press in this country and the concomitant rise in the dependency on it by both government and governors mean for the way

the political scientists. A function tension exists today between the American news media and American politics, traceable to two developments in recent. American political history, the increased reliance of both citizenry and government on the press as a primary communication bridge or linking mechanics. The second, equally important development is the increasingly divergent imperatives of the press and politicians, which have moved the press itself into a more and more autonomous position, out from under traditional political controls (Davis, 1992). The present research studied discourses in the 1798 Worcester Spy and the 1882 New York Times. Results suggest that in 1798, a general lack of consciousness about Islam and Muslims on the part of the Worcester Spy's staff seems apparent, although discourse emphasizing Islam and Muslims was found in quotes and paraphrased statements of key French and Muslim political players. Findings also suggest that in 1882, the New York Times talked about Muslims as violent fanatics, uncivilized and the Muslim world community as weak. A fourth discourse in the Times expressed a more sympathetic tone towards the Muslim cause (Elmasry, 2004).

A scheme indicating different types of current Chinese newspapers operating in the Party-state and market spheres were constructed. A comparative study of the People's Daily, the flagship mouthpiece of the Chinese Communist Party, and the Beijing Youth Daily, one of the most influential mass-appeal newspapers in China, was conducted. Differences existed in issue salience and the use of different types of news frames. The Beijing Youth Daily with more financial autonomy presented its inclination to marginalize politically sensitive issues and its greater likelihood of using the human interest frame than the People's Daily which, with higher political privileges, was more likely to frame those issues from the perspectives of responsibility and morality. The comparison suggests that we might need to be conservative to draw an inference that the Chinese media would enjoy more political liberality with its increased diversified structure (Zhou, 2003). Drawing from the literature on economic voting and presidential rhetoric, the paper will develop a theoretical argument for the notion that American presidential economic stewardship is a long accepted social construction in the American public. As supporting evidence, the paper will present a quantitative analysis—in the form of a systematic content analysis—of newspaper editorials and television news stories. The paper will also present a qualitative analysis—in the form of case studies—of political cartoons. The data will be drawn from time periods ranging from the time of the founding to current day, in order to test the assertion that presidential economic stewardship is a social construction that has developed over time, compounded by presidential rhetoric and media coverage (Carter, 2001).

I conduct a content analysis of editorial opinion regarding missile defense over the last ten years. This covers political fights over the missile defense plank of the GOP's "Contract with America" through the creeping deployment of a "test bed" in Alaska and California. Editorials from major U.S. newspapers are examined for content supportive or detractive of the U.S. national missile defense program. The extent of editorial opinion, pro and con, is evaluated as well as an appraisal of points of harmony or discord. An assessment is also made as to what prompted editorial coverage and how the issue was framed. I conclude by considering potential avenues for subsequent investigations into the role of opinion making in strategic defense policy (Pratt, 1998). In this paper, we examine the attitudes of Russia's nationalist and anti-democratic press towards President Putin and his policies. The ultra-nationalist and anti-democratic segment of the Russian political spectrum usually has a semi-legal or underground status and has to struggle with institutionalization, visibility, community impact, and, more importantly, financial support. Despite these difficulties, at least one ultra-nationalist periodical in post-Communist Russia, the weekly newspaper *Zavtra*, managed to appear on a regular basis and secure external funding. It enjoys significant visibility due to respectable circulation numbers and an official website. *Zavtra* is a source of systematic and easily accessible data on the state of contemporary Russian ultra-nationalism and authoritarianism, their goals, strategies, and perceived allies. To determine the attitudes of Russian nationalist and anti-democratic actors towards President Putin we use quantitative content analysis of *Zavtra*'s weekly editorials. Our research covers Putin's tenure as Russian Prime Minister and his entire first presidential term. We isolate two time intervals crucial for comparison - the early phase of Putin's presidential career (1999-2001) and the most recent period (2003-early 2004). Content analysis of *Zavtra*'s coverage of Putin's presidency demonstrates that after initial approval of Putin's policies, the Russian ultra-nationalist and anti-democratic press now expresses disappointment in the governing regime. According to *Zavtra*, Putin, once a potential ally, failed to fulfill his promise. Even though the nationalistic and anti-democratic actors eventually started to criticize Putin as not going far enough in the authoritarian and xenophobic directions, they stress that his presidency, at least initially, had a potential for reversing Russia's tenuous democratic and tolerant course. We conclude that there are grounds for concern about the future of democracy in Russia (Karpov, Lisovskaya, and Levintova, 2006).

Content analysis of major national newspapers can help answer the question of why elites think the way they do. What discourse about war is in the public sphere, from which an elites might draw an opinion? My paper discusses the results of a content analysis of major newspapers in the United States, Pakistan, Egypt and Saudi Arabia. These newspapers have the highest readership rates for their respective states, lending them a broad influence. My universe of samples includes all editorials commenting on the justness of the causes of the Iraq war in 2002 in the six months prior to the conflict's outbreak. While providing longitudinal depth, this parallel will also suggest whether the political atmosphere of the times influences moral judgments. The paper addresses the question of what belief systems are used in the public discourse. These belief systems will be classified into several types, including Western and Islamic just war theories, secular moralism, realism and collective security (Funk, 2005). This analysis assesses the indexing hypothesis in the domain of the minimum wage. While most studies of indexing have focused on foreign affairs over a limited time period, this project makes use of a domestic issue that has dominated the political landscape since the time of its inception in the late 1930s. I code all content relevant to the minimum wage appearing in both news stories and editorials in the *Yemph* (New York Times) between 1946 and 2003. I find that while Washington politicians generally dominate the policy debate, other voices do receive coverage in the news and that certain arguments are more dominant in some periods than in others. I also examine whether the content of news stories and editorials matter for public policy, whether changes in the wage were predicted by the media or by other forces. I find that the presentation of arguments for and against increasing the minimum wage is a significant predictor of policy change (Habel, 2004). The British press is known for its open political partisanship. Readers of different national newspapers are likely to receive significantly different versions of daily political news. This paper examines the various ways in which "human rights lawyers" are depicted by two newspapers with opposing editorial stances on the value of the Human Rights Act 1998, which significantly widened the scope for human rights litigation in British courts (Maiman, 2006). Anyone who engages in the debate over security and human rights is almost immediately confronted by this dichotomy, tacit in the political call for a 'new balance' and explicit in newspaper editorials calling for the retreat from human rights. This paper will explore the question of whether this dictomy is an unavoidable one, and considers various ways in which it might be possible to reconcile the growing demand for security with a commitment to fundamental rights (Goold, Benjamin and Lazarus, 2005). Despite common expectations about a balanced and impartial press, evidence suggests that there is sometimes a link between newspapers' editorial endorsements of candidates and slant in their election coverage of those candidates in the news. Furthermore, the endorsement driven coverage has been shown to have electoral ramifications. Yet despite these important findings, no one has investigated the causal mechanisms behind editorial influence on news coverage. This work addresses the following research question (Dunaway, 2004).

In this paper, we evaluate the consequences of concentrated, corporate control of mass media institutions. Some scholars downplay the importance of corporate control, arguing that commercial firms must reflect the preferences of their audience. We evaluate the ideological slant of the New York Times during the first year of the Iraq war. We find that Times editorials and opinion columns were much more supportive of continued American military action than American people or the Times' local audience. We conclude that the Times opinion was more responsive to political elites and the newspaper's owner instead (Chomsky, 2006). The regional ambitions of Iran received considerable coverage in the regional and pan-Arab press during 2006. Outside of the discussion about Iran and the United States, Arab editorialists in these media outlets largely focused their coverage on three issues - Iran's role in the 2006 war in Lebanon, the controversy over Iranian development of nuclear technology, and concern over the spread of Shia "evangelism" in Sunni states. This paper explores how the subject of Iran was reconstructed and disseminated in Arab media framing. Particular attention is paid to how the issue of Iranian hegemony was debated in the Pan-Arab public sphere in editorials and news commentary across satellite television, newspaper, and online news outlets. The paper also presents how Arab media messages were responsive to Iranian media framing. The paper presents the course of Arab media framing about Iran as a significant process of mediated public diplomacy, domestic political posturing, and a discursive construction of regional strategic relations (Faupin, 2005).

3. Methodology. Research design describes an association between the research purpose and research method. This research study is intended to find out and analyze editorial treatment of national and international political issues that appeared in editorials of selected National English Dailies (Daily Dawn, Daily News & Daily Nation). For this study quantitative content analysis was used. Editorials of Daily Dawn, Daily News & Daily Nation from January 1, 2014 to March 31, 2014 was the Universe of the present study. All the editorials

published by the selected papers also were taken as the Unit of Analysis. The Researchers selected all the papers published during the study's stipulated period for analysis. The reason behind the selection of all the newspapers is that during the selected period so many important incidents occurred. Overall, 90 newspapers were analyzed. Coding sheet was used to limit the number of categories. 8 columns coding sheet was used to handle the problem of data collection and data reduction.

Coding sheet

Newspaper							
Date	Editorial Issues	Favorable Sentences	Favorable Space	Unfavorable Sentences	Unfavorable Space	Neutral Sentences	Neutral Space

4. Findings & Discussion. The result of table 1 shows that the English dailies "DAWN", "The News" and "The Nation" in term of space given to National politics in the editorials in the way of favorable, unfavorable and neutral sentence for the months of Jan, 2014 to Mar, 2014. As the evident from the findings that the English dailies give more space to the unfavorable sentences than neutral and favorable sentences. It is observed that the English dailies give less space to the favorable sentences. It is further observed that daily "The Nation" published more National political issues than others in select time period. It is also observed that English dailies published more editorials on National political issues rather than International issues within selected time period.

Table 1 TREATMENT OF THE NATIONAL POLITICS (BY EDITORIALS)

NEWS PAPER	NO. OF EDITORIALS	Favorable SPACE	Favorable SENTENCES	Unfavorable SPACE	Unfavorable SENTENCES	Neutral SPACE	Neutral SENTENCES
DAILY DAWN	11	275.6	35	629.6	88	600.8	85
DAILY NEWS	15	344.3	53	1024.4	118	1032.3	118
DAILY NATION	21	325	48	1107	158	921	131
Total	47	944.9	136	2761	364	2554.1	334

Table 2 TREATMENT OF THE INTERNATIONAL (POLITICS IN THE EDITORIALS)

NEWS PAPER	NO. OF EDITORIALS	Favorable SPACE	Favorable SENTENCES	Unfavorable SPACE	Unfavorable SENTENCES	Neutral SPACE	Neutral SENTENCES
DAILY DAWN	17	377	51	866	135	1103.6	143
DAILY NEWS	10	107.2	14	661.2	85	684.6	80
DAILY NATION	9	270	28	306	44	425	56
Total	36	754.2	93	1833.2	264	2213.2	279

The result of table 2 shows that the English dailies "DAWN", "The News" and "The Nation" in term of editorial treatment give more space to the neutral sentences than favorable and unfavorable sentences in the

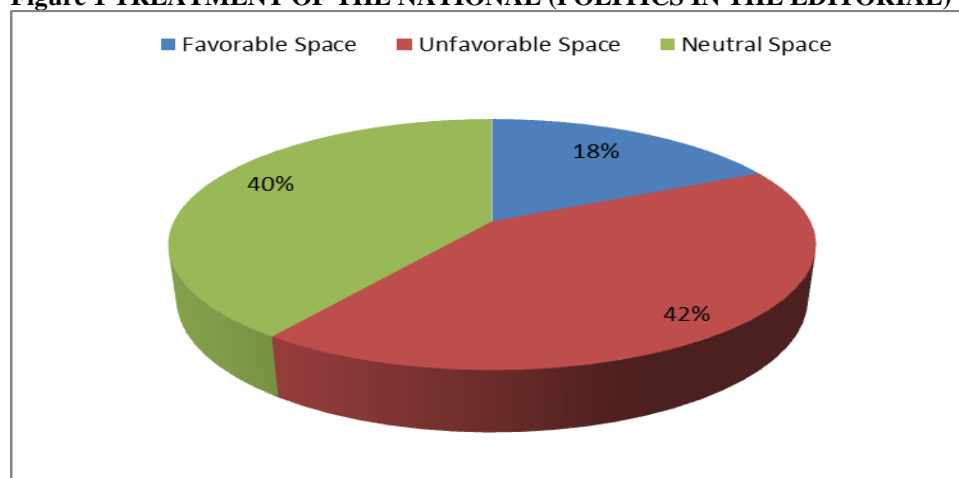
treatment of International political issues. It is observed that English dailies published less international political issues in selected time period. It is also observed that daily “DAWN” published more international political issues than national. It is further observed that English dailies gave less space in favor of internal political issues.

Table 3 TREATMENT OF THE NATIONAL/INTERNATIONAL (POLITICS IN THE EDITORIALS)

NEWS PAPER	NO.OF EDITORIAS	Favorable SPACE	Favorable SENTENCES	Unfavorable SPACE	Unfavorable SENTENCES	Neutral SPACE	Neutral SENTENCES
DAILY DAWN	28	652.6	86	1495.6	223	1704.4	228
DAILY NEWS	25	451.5	67	1685.6	203	1716.9	198
DAILY NATION	29	595	76	1413	202	1346	187
Total	82	1699.1	229	4594.2	628	4767.3	613

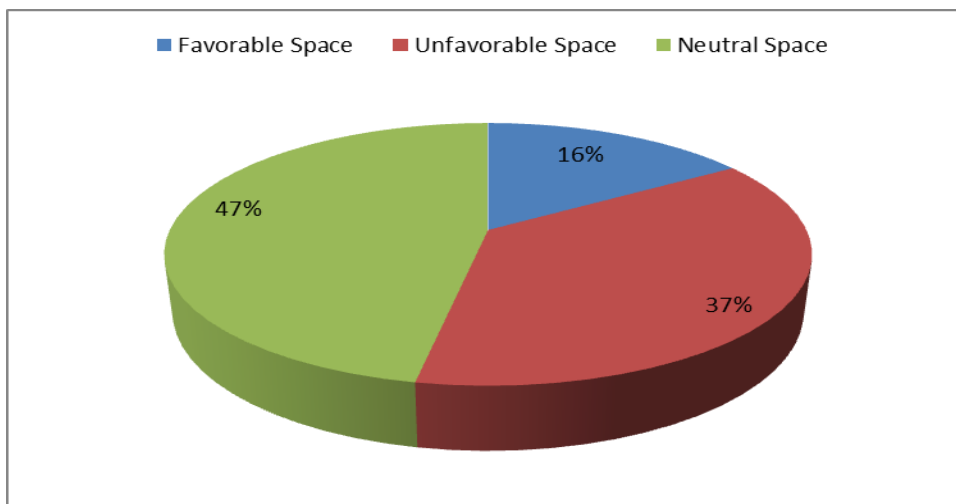
The results of table 3 show that the English dailies “DAWN”, “The New” and “The Nation” in term of treatment of national /international politics in the editorial gave more space to the Neutral sentences than favorable and unfavorable sentences. It is also observed that English dailies gave less space to favorable sentences. It is further observed that selected English dailies published the editorials mostly on politics in selected time period.

Figure 1 TREATMENT OF THE NATIONAL (POLITICS IN THE EDITORIAL)



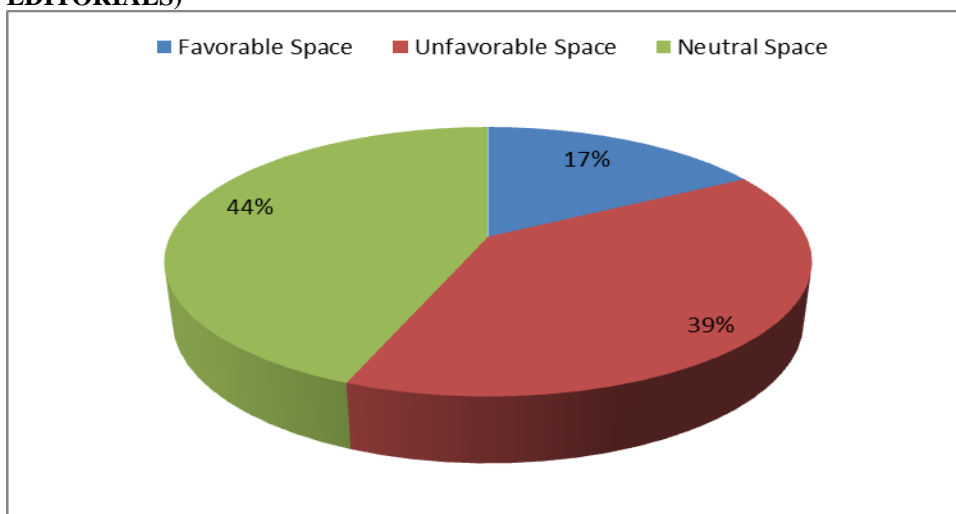
The results of Figure 1 show that the English dailies “DAWN”, “The News” and “The Nation” in term of treatment of editorials to the national political issues gave more space to the unfavorable sentences than favorable and neutral. It is observed that the difference between the space of unfavorable and neutral is not too much. Figure 1 shows that English Dailies gave 42% space to the unfavorable sentences, 40% to the neutral sentences while 18% to the favorable sentences in treating national politics in editorials in selected time of period. It is further observed that English dailies give less space to the favorable sentences in the treatment of editorials.

Figure 2 TREATMENT OF THE INTERNATIONAL (POLITICS IN THE EDITORIALS)



The results of Figure 2 show that English dailies “DAWN”, “The New” and “The Nation” in term of the treatment of international politics in the editorials gave more space to the neutral sentences than the favorable and unfavorable sentences in selected time period. It is observed that the English dailies give less space to the favorable sentences in treating international politics. English dailies gave 47% space to the neutral sentences, 37% space to the unfavorable and 16% space to the favorable sentences in treating international politics in selected time period.

Figure 3 TREATMENT OF THE NATIONAL/INTERNATIONAL (POLITICS IN THE EDITORIALS)



The results of Figure 3 show that English dailies “DAWN”, “The New” and “The Nation” in term of treatment of the national and international politics in editorials gave more space to the neutral sentences than favorable and unfavorable sentences in selected time period. It is observed that English dailies give less space to the favorable sentences. It is also observed that the difference between space of unfavorable and neutral sentences is not too much. Figure 3 shows that English dailies gave 44% space to the neutral sentences, 39% to the unfavorable and 17% to the favorable.

5. Summary & Discussion. The study was dealt to explore the selected newspapers’ editorials treatment to the national and international political issues in term of favor, unfavor, and neutral space for the period of three months, i.e., January 2014 to March 2014, the period in which various significant too place. The treatment of editorials of English dailies shows that the English press gave more space to unfavorable

sentences than favorable and neutral sentences in treating national politics. The difference between unfavorable space and neutral space is not too much while very less space is given to favorable sentences. Daily “Dawn” published less national political issues than others while daily “The Nation” mostly published national issues. Overall English dailies mostly published national political issues in selected time period. Treatment of national politics by selected newspapers (Table 5.1). While the treatment of international politics in the editorials of the English press in selected time period showed that neutral sentences were given more space than unfavorable and favorable sentences. But the difference between neutral and unfavorable space was not much. Favorable sentences were given very less space. Daily “Dawn” mostly published the international political issues in selected time period. Treatment of international politics by selected papers (Table 5.2).

The observed empirical finding strongly supported the research hypothesis that it is more likely that English press gives more space to unfavorable sentences than neutral and favorable sentences in the editorials of national politics. In the light of observed empirical evidence it is summarized that English dailies give more space to the unfavorable sentences than favorable and neutral sentences in treating national politics in editorials. The empirical findings of the study also strongly support the second hypothesis that it is more likely that English press gives more space to the neutral sentences than favorable and unfavorable sentences in the editorials of international politics. So the evidence of an empirical finding of the study summarized that the English dailies give more space to the neutral sentences than unfavorable and favorable sentences in treating international politics. In the light of finding it is summarized that the three selected newspapers have considered the national and international politics very significant because the numerous importance of political editorials in selected time period reflect the significant. Empirical findings of the present study show that in the selected newspapers in concern of national issued mostly criticize the government policies while in international concern; newspapers gave more space to the neutral sentences. It also showed that English dailies mostly published editorials on politics in selected time of period. The treatment of national and international politics in editorials of English dailies (Table 5.3). The overall analysis shows that English dailies in term of treatment of national politics gave 42% space to unfavorable sentences, 40% space to neutral sentences and 18% to favorable sentences (Fig 5.1). Similarly, findings show that the English press gave 47% space to the neutral sentences, 37% to the unfavorable sentences while favorable sentences were given 16% space in treating the international politics in editorials (Fig 5.2). The overall analysis of the observed evident of study strongly supports the hypothesis that It is more likely that English press gives very less space to the favorable sentences in the editorials of national / international politics. The newspapers, mostly focus on the treatment of politics in editorials that show the significance and importance of the politics in the study. Counted sentences show that the category that has less space, its sentences are also less. If favorable space is less than unfavorable and neutral space than favorable sentences are also less than others.

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